

PRESS RELEASE



Bloom Award Jury has decided: The Final Five

Out of 83 nominees, the Bloom Award jury has chosen five finalists and the winner of the special category "music video"

Cologne/Warstein, October 15, 2019 - In the tenth anniversary year, the finalists of the Bloom Award by Warsteiner will present their works once again in the special exhibition that takes place at Art Düsseldorf (Nov. 15-17, opening Nov. 14). The winners will be announced at the award ceremony on November 15 at 7 pm.

Due to the outstanding quality of the nominated entries, it was no easy task for the Bloom Award jury to select five finalists. From November 15 to 17 **Henry Baumann** from Berlin, **Isaac Chong Wai** from Hong Kong, **Lena Marie Emrich** from Berlin, **Tal Engelstein** from Tel Aviv and **Lukas Schmidt** from Darmstadt will present their works at the Bloom Award special exhibition.

In the exhibition at the art fair Art Düsseldorf, the finalists have the opportunity to draw the attention of a large international audience as well as of gallery owners, collectors and curators to their works and to make important contacts in the art market.

The special exhibition impresses with a variety of artworks, from sculpture and video installations to objects created especially for the exhibition. The annual award ceremony will take place on November 15 at 7 pm, where not only the first and second place will be awarded, but also the winner of the special category "music video" will be announced. The young talents can expect support through prize money and individual mentoring programmes.

With "12 circles one cut" **Henry Baumann** (42) shows an installation he made from sorted out multiplex wood discs. The work forms a walk-in tube with widening ends. The sculpture is both a work of art and a useful object, made of apparently worthless materials, whose hidden beauty **Henry Baumann** brings to light in the new context.

The world talks about Hong Kong: for **Isaac Chong Wai** (29) the protests in his hometown and demonstrations worldwide are the starting point of his work. He completed his master's degree at Weimar Bauhaus University and lives in Berlin. His 18-minute video installation entitled "Rehearsal of the Futures: Police Training Exercises" addresses and questions the political protests and police actions in Hong Kong. Several performance artists move in slow motion to a choreography inspired by real demonstrations and police training sessions.

Lena Marie Emrich (27) studied at the Weißensee Kunsthochschule Berlin. Her work "Infinity Drift" deals with the world of motor sports. It shows a video recording of a racing car drifting in an endless loop. A pink cloud becomes visible through the coloured tyres of the car. Only the attrition of the tyres puts an end to the endless circular movements.

He will build his work "Breeders" especially for the Bloom Award special exhibition: the Israeli artist **Tal Engelstein** (29) places cocoons of Bluebottle Flies in chairs made of melted sugar. In the course of the special exhibition, the flies will hatch and buzz around the chairs. The gastronomic scenery sets the food industry, the biological process of digestion and the cycle of life in relation. Thus, Tal Engelstein takes a critical look at our consumer behaviour.

The work of designer **Lukas Schmidt** (26) "Creativity is not a Talent" shows constantly changing text fragments on a reflecting screen, from which ever new, meaningful quotations seem to emerge. In his work, Lukas Schmidt questions contexts that are created by a phenomenon of our time, artificial intelligence.

At the special exhibition, the young artists have the opportunity to present their works to a broad public. "I am delighted about every single artist who has enriched us with new ideas in ten years of Bloom Award," says Catharina Cramer, owner of Warsteiner and patron of the award, "and I look forward to an inspiring special exhibition".



Tal Engelstein, *Breeders*, 2019 © Lucie Marsmann

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Warsteiner Brewery

The Warsteiner brewery is one of Germany's largest private breweries. Founded in 1753, the family business is now in its ninth generation. The Warsteiner Group encompasses the Herforder Brewery, the Frankenheim Private Brewery and the Paderborner Brewery as well as shares in the König Ludwig Schlossbrauerei. Today, Warsteiner distributes its products in more than 50 countries around the world.

Warsteiner supports Art

The Warsteiner Brewery has already been closely linked to art for 30 years — beginning with Andy Warhol, who immortalized the Warsteiner pilsner glass, and extending to the Bloom Award by Warsteiner and the Art Collection, which appeared for the first time in 2013. The Warsteiner Brewery has already been honored with a nomination for the cultural branding award in the category "European Cultural Investor of the Year" for its engagement with the Bloom Award by Warsteiner.